

ORDER



Orders	Order / Rev: <u>723551 - 1</u>	Alt Order #: <u>06383962</u>
	Product Desc: <u>DSCC IE Flight 10/19-10/24, 2012</u>	Estimate: <u>2139</u>
	Flight Dates: <u>10/19/12 - 10/24/12</u>	Primary AE: <u>Jim Quinn</u>
	Original Date / Rev: <u>10/26/12 / 10/26/12</u>	Sales Office: <u>T-PHI</u>
	Order Type: <u>Political</u>	Sales Region: <u>NAT</u>
Agency	Name: <u>Great American Media/ POL</u>	
	Buying Contact:	Billing Type: <u>Cash</u>
	Billing Contact:	Billing Calendar: <u>Broadcast</u>
	<u>1010 Wisconsin Ave. NW, Ste. 800</u>	Billing Cycle: <u>EOM/EOC</u>
	<u>Washington, DC 20007</u>	Agency Commission: <u>15%</u>
Advertiser	Name: <u>DSCC</u>	
	Demographic: <u>A35+</u>	New Business Thru:
	Product Codes: <u>IS-Candidate/US Senate</u>	Order Separation: <u>00:15:00</u>
	Priority: <u>P-1</u>	Advertiser External ID:
	Revenue Codes: <u>AGY, GEN, POL</u>	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		Totals
10/01/12	10/24/12	16	\$12,000.00	\$10,200.00		Month
						October 2012

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$12,000.00	\$10,200.00	0.00
Totals	16	\$12,000.00	\$10,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	22%	\$12,000.00
Market	100%	\$54,545.45

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	4%	\$2,181.82
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	100%	\$54,545.45

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Alt Order #: 06383962
Flight Dates: 10/19/12 - 10/24/12

Advertiser: DSCC
Product Desc: DSCC IE Flight 10/19-10/24, 2012
Estimate: 2139

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/19/12	10/24/12	M-F 10-11a Kelly	CM	10-11a	MTW-F--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
LIVE WITH KELLY															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$500.00	0.00									
2	KPNX	10/19/12	10/24/12	Tonight Show Tonight Show	CM	1035-1135p	MTW-F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TONIGHT SHOW															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$1,200.00	0.00									
3	KPNX	10/19/12	10/24/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTW-F--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
JIMMY FALLON															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$500.00	0.00									
4	KPNX	10/19/12	10/24/12	M-F 3-4p Ellen	CM	3-4p	MTW-F--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
ELLEN															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$500.00	0.00									
5	KPNX	10/19/12	10/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW-F--	:30	2	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
12 NEWS AT 5PM															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$1,000.00	0.00									
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
2 KPNX 10/19/12-10/25/12 M-F 5-530p 5-530p MTW-F---- :30(\$1,000.00) 0.00 NM															
Credited [MG \$ MOVED TO TR 724074]															
6	KPNX	10/19/12	10/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
12 NEWS AT 6PM															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$1,400.00	0.00									
7	KPNX	10/19/12	10/24/12	M-F Today Show II 9-10a	CM	9-10a	MTW-F--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
Today Show 2															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/19/12	10/25/12	MTW-F--	2	\$600.00	0.00									
8	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday CM 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS SAT @ 6P															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/15/12	10/21/12	-----S-	1	\$600.00	0.00									
9	KPNX	10/20/12	10/20/12	Saturday Morning News CM 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
12 NEWS SATURDAY															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/15/12	10/21/12	-----S-	1	\$500.00	0.00									
10	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
SUNDAY TODAY SHOW															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/15/12	10/21/12	-----S	1	\$500.00	0.00									

*Tax 1 Note: Tax 0.5%.

Totals

16 \$12,000.00